AMENDMENT TO THE CLAIMS

Without prejudice, the **Listing of Claims** given below will replace all prior versions, and listings of claims in the application.

LISTING OF CLAIMS:

1.   (Currently Amended) A method for creating a message campaign, said message campaign allowing the creation of a plurality of different individual advertisements for targeted audiences based upon criteria of said targeted audiences, comprising:

providing a matrix-based narrative comprising a plurality of media slots arranged at specific time points within said message campaign;

providing a plurality of media segments, said media segments configured to be assembled into said plurality of media slots ~~individual advertisements~~, wherein at least one of said media segments is interchangeable with another one of said media segments;

providing assembly information regarding how said plurality of media segments may be assembled to create said plurality of individual advertisements; and

associating said assembly information with said plurality of media segments;

wherein each media segment is not a complete individual advertisement.

2.   (Previously Presented) The method of claim 1 wherein an individual advertisement for a specific targeted audience is assembled at a later time, said individual advertisement being assembled based upon said assembly information, said plurality of media segments, and on information regarding said target audience.

3.   (Previously Presented) The method of claim 2 wherein at least one media segment used to assemble one of said individual advertisements is created at said later time.

4.   (Previously Presented) The method of claim 2, wherein said assembly information includes rules for use at said later time, said rules for use in determining which of said plurality of said media segments to use in assembling an individual advertisement for said

specific targeted audience, based on said information regarding said target audience.

5.   (Original) The method of claim 4 wherein said rules include default conditions for determining which of said plurality of said media segments to use when no appropriate information regarding said target audience is available.

6.   (Original) The method of claim 1 wherein said media segments include audio, video, voice overs, and background music.

7.   (Previously Presented) The method of claim 1 wherein a subset of said plurality of media segments form a default generic individual advertisement.

8.   (Original) The method of claim 1 wherein said assembly information includes data representing time segments; said media segments, and conditions.

9.   (Previously Presented) The method of claim 2 wherein said individual advertisement for a specific targeted audience is assembled in a set top box for a television receiver contemporaneously with displaying said individual advertisement to said specific targeted audience.

10.   (Previously Presented) The method of claim 1 wherein the plurality of media segments includes alternative segments of different lengths.

11.   (Previously Presented) The method of claim 1 wherein the assembly information contains a rule for choosing each of the media segments.

12.   (Previously Presented) The method of claim 11, wherein the rule for choosing a media segment depends on the outcome of a previous choice.

13.   (Previously Presented) The method of claim 11, wherein the assembly information contains a rule disallowing a combination of media segments.

14.   (Previously Presented) The method of claim 1 wherein each media segment is associated with a segment parameter, the assembly data including a rule basing a choice of a media segment on its associate segment parameter.

15.   (Previously Presented) The method of claim 14 wherein the segment parameters identify a demographic of an intended audience.

16.   (Previously Presented) The method of claim 15 wherein the segment parameters identify an environmental condition.

17.   (Previously Presented) The method of claim 15 wherein a media segment is associated with a plurality of different segment parameters.

18.   (Previously Presented) The method of claim 17 wherein the different segment parameters are assigned priorities, the assembly data including a rule basing a choice of a media segment on the different segment parameters according to the assigned priorities.

19.   (Previously Presented) The method of claim 1 wherein the media segments include video segments and other media segments.

20.   (Previously Presented) The method of claim 19 wherein the other media segments include audio segments.

21.   (Previously Presented) The method of claim 19 wherein the assembly information includes rules for the assembly of the video segments and rules for the assembly of the other media segments.